



MILWAUKEE
COUNTY
PARK
SYSTEM

SCOTT WALKER
County Executive

SUE BLACK
Parks Director

April 1, 2004

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FOR IMMEDIATE RELEASE:

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MILWAUKEE COUNTY OPENS BROWN DEER PARK GOLF COURSE AND PAR-3 COURSES FOR THE 2004 SEASON

Milwaukee – Milwaukee County Executive Scott Walker, joined by Parks Director Sue Black, opened Brown Deer Park Golf Course and the remaining par-3 courses at a ceremony at Brown Deer Park Golf Course, 7635 N. Range Line Road. Members of the Whitefish Bay High School Golf Team and representatives of the Brown Deer Woman's Club teed it up for the first drive of the year.

"Here it is, April 1st and we have all 15 of our Milwaukee County Park golf courses open," said County Executive Scott Walker. "The newly established tradition of bringing kids and adults together for the ceremonial first drive of the season continues."

In addition to opening Brown Deer Park Golf Course, the par-3 courses located in Doyne, Lake, Madison, Noyes, Warnimont and Zablocki parks all opened on April 1st. The other eight courses operated by Milwaukee County Parks opened in March.

The Park System has realized an increase in golf revenues of over \$30,000 from this date last year. Spring incentives seem to have increased the number of golfers playing golf so early in the year.

"We are pleased to see the results of our March promotion," explained Parks Director Sue Black. "With good weather, we expect our April special to help us attract even more golfers."

The Milwaukee County Parks are offering special rates for the month of April. In addition, the Park System now offers online tee time reservations. To view rates or reserve a tee time, go to www.countyparks.com.

For more information on the opening of the Milwaukee County Park Golf Courses, please contact Sue Black at (414) 257-4501.

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